

Moving Industry Booming As Americans Begin to Migrate

By REYNOLDS KNIGHT
It seems the decentralization of industry throughout the United States since World War II may have created a nation of nomads.
That's not always entirely good news for the highly industrialized areas, but it is music to the ears of the less-developed areas of the nation—and also to the moving companies, who are handling what may prove to be a record summer business.

moves at least once a year, according to census figures. Such moves entail not only the hauling of household and personal effects these days, but in many cases covers such possessions as pets, boats and other paraphernalia accumulated by typical Americans.
One big mover estimates it has the largest waiting list in its history. It has leased 4000 tractor-trailer rigs to handle the increased business, and is searching for more.
The moving industry estimates that payments borne by

big companies for moving workers to new locations now account for 60 per cent of its total revenues. In many cases the companies not only bear the expense of moving personal effects, but also reimburse an employe for losses on house sales.
PLATFORMS, promises and past performances are the order of the day as the national political pot reaches the boiling point. Not in many years an election year has so many major challenges faced our

country. How to alert citizens to the issues and encourage them to participate actively in the balloting is a matter of concern in many areas, not the least of which is in U.S. industry.
An Indiana company, for example, is doing its share by offering a trip to the 1961 Presidential inauguration to the child of an employe who submits the best slogan on the importance of voting. In Iowa, a major pen manufacturer is sponsoring a year-long "election prediction contest" with

substantial cash awards to employes who come closest to picking the winners in 1960 community, state and national elections.
In announcing the latter contest, President Walter A. Sheaffer II reminded the pen firm's workers that "this is a particularly significant election year for all of us," and pointed out the important role that balloting plays in the American way of life.
"Vote as you please — but vote!" again appears to be the clarion call that sounds across the nation, with U.S. industry among the slogan's most dedicated — and vocal — supporters.

quieter on campus this fall. But the hush has nothing to do with a conservative trend among American teen-agers. It's just a matter of footwear.
A spokesman for B. F. Goodrich footwear division says young Americans in the 12-to-20 age group account for 37 per cent of the casual shoes market — the rubber-soled shoe market, that is. And rubber soles considerably cut down the racket of active teen-age feet.
The trend has mounted season after season, says John C. MacKinnon, general manager of BFG's footwear division. Soaring sales are attributed to improved styling and "increased consumer demand for foot-

wear that offers comfort and light weight," says MacKinnon. Too, there is the factor of leather prices that have increased year by year, opening a whole new market to the lower-priced fabric shoe.
Latest in the BFG line is an assortment of "foot-warmers" for autumn year — comfortable casuals in corduroy and nylon suede in fashion shades of tobacco, loden green and black, lined with orange flannel. Crepe ribbed soles complete the campus casual look.
Advertising and sales appeal aims at the huge teen-age market, and for good reason: The average teen-age girl invests in seven pairs of shoes annually — more than three times the

figure for the over-all population.
TWO NEW ITEMS for gardeners are (1) a new plant food, a liquid developed from seaweed and available in a spray bottle, and (2) a new expanded mineral additive which converts hard-to-work, compacted soils into light, friable soils. . . . And now comes a new stroboscopic device which permits anyone to tune an electronic organ in a matter of minutes. Each note is turned until a spinning pattern on the rotating disc seems to stand still. It provides pitch to 1/100th of a semitone.
BOOK PUBLISHING companies are cheered these days by sales figures that show Americans spent more than a billion dollars on books last year. That represents a gain of 72 per cent over the 1952 figure, according to a leading trade magazine.
The big part of the gain has come in technical and text books, and in paperback books. In the latter field, competition is waxing hot as paperback publishers fight for bigger shares of this growing market. One such publisher reportedly is spending a million dollars on advertising this year.
MORE THAN 60 million pounds of animal fats and vegetable oils are being used in plasticizers to make synthetics soft and flexible. A 50 per cent expansion is forecast in the next three years. . . . A major pharmaceutical house has found that one in 20 prescriptions it fills is for tranquilizers.

ONE OUT of five Americans

Reception for New Members Set for Sunday

A reception honoring the eight new members of the month, and the five staff members who are celebrating anniversaries of their employment by the church, will be held at 8:30 p.m. Sunday at the Calvary Baptist Church, 2818 Manhattan Beach Blvd. This will immediately follow the 7:30 p.m. service at which the pastor, the Rev. H. Earl Kuester will deliver a message based on the 1st Psalm.
At the duplicate 8:30 and 11 a.m. service the pastor will deliver a communion meditation based on Psalm 8, preceding the observance of the Lord's Supper. The Right Hand of Fellowship will be extended to new members at the morning services.
Sunday, Aug. 13, the annual church picnic will be held at Centinella Park beginning at 9:30 a.m. Jerry Wallace, Paul MacAllister and Virginia Gray are in charge of arrangements for the affair.

Moon to Attend Sons of Norway Conclave

Herbert O. Moen, 2901 W. 182nd St., will leave Torrance this week to attend the thirty-sixth biennial international convention of the Sons of Norway, at Vancouver, B. C., Canada.
Moen, a member of the Ula-brand Lodge, San Pedro, will be a delegate from the 5th District.
The Sons of Norway is an affiliate group of men and women who are of Norwegian birth or descent. Home office of the organization is in Minneapolis, Minn.

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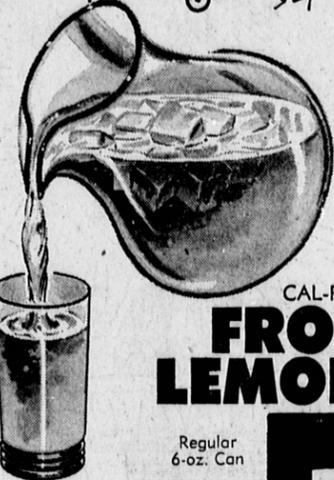


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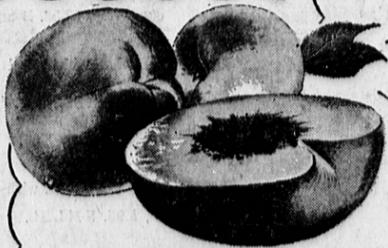
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